

**SERVICES SIGNING
GENERAL INFORMATION
&
APPLICATION**

Dear Applicant:

Enclosed is a copy of the Massachusetts Highway Department (MassHighway) Services Signing General Information and Application.

Please refer to the attached list to determine the appropriate District for your facility. Any questions can be directed to the appropriate District Traffic Engineer. The completed application should be returned to the corresponding District Highway Director. If it is returned to the MassHighway Boston office, it will have to be redirected to the District office, resulting in an unnecessary delay.

Thank you for your interest in the MassHighway Service Signing Program.

MassHighway Sign Unit
(617) 973-7381

Revised 4/18/03

GENERAL INFORMATION FOR BUSINESS LOGO SIGNS AND GENERIC INFORMATION SERVICES SIGNS

I. PURPOSE

Business Logo signs are designed to direct motorists to business establishments near freeway interchanges which offer essential services to the traveling public. A logo, trademark, or name is separately attached to a sign bearing the word: "GAS", "FOOD", or "LODGING". Each of the above three types of facilities must conform to certain MassHighway warrants. This type of signing is applicable only to the freeway system, including interstate highways or parts thereof.

The Generic Information Signs differ from the Business Logo Signs in that only the generic word message "GAS", "FOOD", or "LODGING", is placed on the sign. The applicants must meet the same warrants as those for Business Logo Signs.

II. APPLICABILITY

This policy applies only to the state freeway system. However, new service sign installations (Logo or generic) as described herein shall not be allowed on all freeways east of the Cape Cod Canal when, in the judgment of the District Highway Director, such a sign would adversely affect the scenic, historical, or environmental characteristics of the state freeway system. The determination for service signs proposed along viaduct (elevated) highways shall also be at the discretion of the District Highway Director.

All determinations by the District Highway Director, as they relate to this section are subject to the waiver process as described in Section VI.

Certain highways on the state system not laid out as freeways may be deemed de facto freeways by MassHighway and suitable for inclusion under these provisions.

III. DEFINITIONS

Except as defined in this paragraph, the terms used in this directive shall be in accordance with the definitions and usage in the Manual on Uniform Traffic Control Devices (MUTCD).

- A. Business Logo Panel - A separately attached trademark or name (or combination thereof) for a motorist service available on an adjacent road at or near an interchange.
- B. Generic Service Panel - A rectangular sign panel with only the word: "GAS", "FOOD", or "LODGING".

- C. Supplementary "Other (Type Services) Available" Panel - These are 450 mm (1.5 foot) by 4.5 m (15 foot) panels bearing the following legend in 200 mm (8") letters: "Other _____ Available". The initial applicant may be required to install these (and also any necessary associated ramp or ramp terminal signing) below his/her logo panel if other establishments providing the same type of service meet the services signing criteria specified hereinafter and the existing sign panel has no available space for additional logo panels.

IV. CRITERIA

- A. The maximum distance that service facilities can be located from the main traveled way to qualify for a logo or generic information services sign shall not exceed 5.0 km (3 miles).
- B. Each business identified on a Business Logo or Generic Information Services Sign shall have given written assurance to the state of its conformity with all applicable laws concerning the provisions of public accommodations without regard to race, color, sex, national origin, or handicap and shall not be in breach of that assurance. Each business must also comply with all handicap access laws.
- C. In addition to all requirements stated in the MUTCD, each business must provide adequate restroom facilities, have a license or approval where required, and "LODGING" shall include the following:
1. At least 25 rooms with private baths.
 2. Open twenty-four hours a day.

"FOOD" establishments not meeting the minimum three meal per day, seven days per week requirement will be allowed to add-on to an existing logo service sign provided another facility in the immediate area and already on the panel provides three meals per day, seven days per week.

V. SIGN LOCATION AND DESIGN

A. General

1. Trailblazing - Signing under this policy shall be limited to services reached by no more than one turn from the feeder road. A sign on the state highway will not

be erected until MassHighway is in receipt of adequate assurance from appropriate authorities that required trailblazing signs will be permitted.

2. No sign assembly directing motorists to activities or facilities provided for by this Policy shall be installed in advance of an interchange from one freeway to another.
3. Mixing of generic information and Business Logo signs:
 - a. If there are existing Business Logo type services signs on an interchange mainline approach, subsequent applications for Generic services signing shall not be approved.
 - b. If there are existing generic information services signs on an interchange mainline approach, subsequent applications for Business Logo services signing, that comply with the MUTCD and MassHighway Sign Policy requirements, may be approved. Subsequent to Business Logo services signing installations, at such approaches, generic information signing would be prohibited. Existing generic information services signs may remain in place until all existing businesses referenced by the generic information services signs either install Business Logo services signs or until removal of the generic information signs is warranted by MassHighway Policy.
4. If applications are received for the same interchange for more service signs than available sign spacing will allow, applications shall be prioritized based on the order in which they were received. In the event of multiple applications being received simultaneously, MUTCD service signing priority shall govern:
 1. GAS
 2. FOOD
 3. LODGING

If the first application in this situation is terminated for any reason prior to the erection of the service sign, the next application in chronological order should be re-activated.

- C. Size - Business Logo and Generic Information Services Signs shall be sized according to present MassHighway standards.

- D. Number of Logo Panels per Sign - the "GAS", "FOOD", and "LODGING" logo signs will be limited to a maximum of six (6) logo panels per sign.

VI. PROCEDURES

A. Applications for new service signs (Logo and Generic):

1. The applicant should complete the application and return it to a specified MassHighway District office. If it is sent to the MassHighway Boston office, it will have to be redirected to the District office, resulting in an unnecessary delay.
2. The District will review the application and conduct a field investigation, including a trip to the service establishment to determine if the business and the proposed sign location(s) comply with service signing requirements.
3.
 - a. If the business and the proposed sign locations comply with services signing requirements, the District will approve the application and prepare the service sign Agreement and sign order cards. The service sign Agreement will be forwarded to the applicant for signature.
 - b. If the business and/or sign locations do not comply with service sign requirements, the District shall notify the applicant of the denial in writing and the basis of the denial. (If the denial is based on MassHighway's Sign Policy only, not the MUTCD, proceed to step 7.)

Steps 2 and 3 shall be completed within 45 days after the District receives the completed application or the service signing request is automatically approved.

4. The applicant signs the service sign Agreement and returns the Agreement, a \$5,000 surety bond, and shop drawings for the proposed logo panel(s) (within 45 days or the application is denied) to the District Highway Director.
5. The District Highway Director then reviews the shop drawings and if approved, forwards the signed service sign Agreement to the Chief Engineer for Board of Commissioners' approval and execution. If the shop drawings are not in conformance with state and federal standards, the District Highway Director will notify the applicant and require new shop drawings to be submitted.

6. Upon receipt of the executed Agreement, the Secretary returns the Agreement and a copy of the approved sign contractors list to the applicant (a copy is also enclosed herewith). A copy of the Agreement is also sent to the District office. This Agreement expires one year from the date of the Board vote of approval. If the service signs are not installed within this one year limit, a new application must be submitted.

The applicant will select a contractor from MassHighway's approved list and have the contractor contact the District for a permit prior to the installation of the signs.

7. In the event that the denial is based on MassHighway's Sign Policy only (denials based on any section of the MUTCD are not eligible for appeal), the applicant may appeal the denial to the appropriate District Highway Director within 14 days. The District shall forward the application to the Chief Engineer (within 30 days or the application is approved) with a recommendation either for approval or denial of a waiver by the Commissioner and a copy of the letter of appeal.
8. The Chief Engineer shall forward the application to the Commissioner, along with a recommendation for approval or denial of the waiver.
9. If the Commissioner approves the waiver, the Chief Engineer shall notify the applicant and the District of the approval and the procedure will be as detailed in items 3 through 6 (above).
10. Any facilities not receiving a waiver from the Commissioner shall be informed of its denial by the Chief Engineer.

B. Application for a LOGO "add-on" to an existing sign:

1. The applicant should complete the application and return it to a specified MassHighway District office. If it is sent to the MassHighway Boston office, it will have to be redirected to the District office, resulting in an unnecessary delay.

2. The District will review the application and conduct a field investigation, including a trip to the service establishment, to determine if the business complies with service sign requirements.
3.
 - a. If the business complies with services signing requirements, the District Highway Director will notify the applicant and advise him/her to contact the District for panel fabrication details.
 - b. If the business does not comply with the services signing requirements, the District Highway Director shall notify the applicant of the denial in writing and the basis of the denial. (If the denial is based on the MassHighway Sign Policy only, not the MUTCD, proceed to step H.)

Steps 2 and 3 shall be completed within 45 days after the District receives the completed application or the service signing request is automatically approved.

4. The District shall require the applicant to forward shop drawings for the proposed logo panel(s) for review and approval. Once the shop drawings are approved for fabrication the applicant then has the logo "add-on" fabricated by an approved sign contractor.
5. When finished, these "add-on" panels, necessary mounting hardware, and a check for \$250 for each mainline or ramp panel (made out to the Commonwealth of Massachusetts) are forwarded to the District by the applicant. The District must receive these items within one year from the date of the notice of approval. Applicants not furnishing signs within the one year must submit a new application.
6. The District installs the "add-on" panels to existing signs.
7. In the event that the business doesn't comply with MassHighway's services signing requirements only (violations of the MUTCD are not eligible for appeal), and the applicant appeals the denial to the appropriate District Highway Director within 14 days, the District shall forward the application to the Chief Engineer with a recommendation either for approval or denial of a waiver by the Commissioner.
8. The Chief Engineer shall forward the item to the Commissioner, along with a recommendation for approval or denial of the waiver.

9. If the Commissioner approves the waiver, the procedure will be as detailed in items 3 through 6 (above), however, the Chief Engineer shall notify the applicant of the approval.
10. Any facilities not receiving a waiver from the Commissioner shall be informed of its denial by the Chief Engineer.
- D. 11. In addition to any costs outlined above the initial and all subsequent applicants for Business Logo Signs shall pay a non-refundable annual fee of \$1,200.00. Said fee must be paid on or before the first day of June each year. Any applicant's failure to pay said fee by the first day of June shall result in the removal of his/her logo panel from the service sign. However, MassHighway will allow all future initial applicants to recover their installation costs by waiving the annual fee in a pro-rated fashion. For example, a business that installs two four panel logo signs at a cost of \$13,000 would have the annual fee of \$1,200 waived for ten years and ten months. Initial applicants will be required to provide MassHighway with invoices from their sign contractor verifying the cost of fabrication and installation of the signs.

MassHighway reserves the right to remove signs installed under the provisions of this policy without prior notice. Reasons for removal include, but are not limited to, the following:

1. Signs are found to create a safety hazard.
2. Subsequent additions/changes to existing signs result in spacing of less than 240 m (800') between signs.
3. Construction activities (including provision of traffic management safety controls) necessitate sign removal.
4. The facility fails to comply with the provisions of this Policy at any time.

Signs authorized and approved under this policy shall only be erected by MassHighway or an approved contractor, and shall only be posted within the state highway layout. MassHighway's resources are aimed at simple and uncluttered signing in order to keep all highways safe. Applicants denied a Supplemental Sign are advised to contact the Outdoor Advertising Board at: 10 Park Plaza, Boston, MA 02116, to place signs outside the state highway layout.

All signing discussed above is controlled by MassHighway standards that specify such things as location, size, color, and number. All installations require adherence to application procedures and MassHighway approval.

For further information, contact:

State Traffic Engineer
Massachusetts Highway Department
10 Park Plaza
Boston, Massachusetts 02116-3973
TELEPHONE: (617) 973-7381

VII. APPLICATION FOR SERVICE SIGN

MASSACHUSETTS HIGHWAY DEPARTMENT
SERVICES SIGN APPLICATION

Application is hereby made for Freeway Services Sign(s) authorized by Chapter 85, Section 2D of the General Laws as amended by Chapter 671, Acts of 1971 or as may be further amended (Ter. ed.).

A. Applicant must answer every question below in ink. Use blank space or additional sheets if you need more room to answer any question. Write "NO" or "NONE" where they apply.

1. Legal name of Service Facility _____

2. Business Address _____
3. Mailing Address _____
4. Number of years at present Business address _____
Telephone _____
5. GAS _____ FOOD _____ LODGING _____
6. Do you operate under a license or permit issued by a City or Town? ____
7. If yes, provide license or permit number _____
8. Are other services available in the immediate area?

9. What is the Route number of the freeway that you are petitioning to have (a) service sign(s) erected on? _____
10. Can your service facility be seen from the terminus of the freeway? ____
11. Do you propose to use your Business Logo on the sign(s)? _____
12. Is your facility in full conformity with all applicable laws concerning handicap access and the provision of public accommodations without regard to race, color, sex, national origin, or handicap?

B. The requirements for GAS service signs are:

The Gas Station shall be located within 5.0 km (3 miles) of the interchange; provide vehicle services including fuel, oil, water, and tire repair; rest room facilities and drinking water; continuous operation for 16 hours per day, 7 days per week; and a telephone.

1. Hours of Operation _____ a.m. to _____ p.m.
2. If your facility is a Gas Station, does it meet the above requirements? ____
3. Does your facility provide Diesel Fuel? _____

C. The requirements for FOOD service signs are:

The restaurant shall be within 5.0 km (3 miles) of the interchange; shall have a license or approval where required; continuous operation to serve three meals a day, 7 days a week; and a telephone.

If your facility is a restaurant, does it meet the above requirements? _____

D. The requirements for LODGING service sign(s) are:

The Hotel or Motel type facility shall be located within 5.0 km (3 miles) of the interchange; have a license or approval where required; adequate sleeping accommodations; at least (25) twenty-five rooms with private baths; a telephone; open (24) twenty-four hours a day.

If your facility is a Hotel or Motel, does it meet the above requirements? _____

MassHighway hereby reserves the right to add logo(s) or permit (or not permit, notwithstanding eligibility) subsequent applicants to add logos to existing signs as may be applicable. All costs involved in the fabrication and erection of additional logos to existing signs and erection of ramp/ramp terminal signs necessitated by additional logos will be assumed by the new applicant.

DIVISION OF WORK

The applicant shall be its own Contractor, with prior approval of MassHighway, provide all labor, equipment and materials required for the installation of said service signs. **In the event that other establishments of the same type meet MassHighway warrants for Logo services signing and space is not available on the existing sign for additional logo panels, MassHighway may require the initial applicant to install a 450 mm (1.5') by 4500 mm (15') panel (below his/her logo panel) bearing whichever of the following legends is pertinent: "other lodging available", "other food available", or "other gas available". The initial applicant may also be required to install any necessary associated ramp or ramp terminal signing.**

Shop Drawings for sign panels and structural supports shall require MassHighway approval prior to installation and all work shall be in accordance with MassHighway Standards.

Said installation shall be made under the supervision of and to the satisfaction of MassHighway's District Highway Director. The company shall notify the District Highway Director seven (7) days prior to commencing the installation.

DIVISION OF EXPENSE

The entire cost of said sign installations shall be borne by the applicant, including the cost of any main line or associated ramp or ramp terminal signing for availability of other same type services panels. Said costs to include repairs to existing facilities, traffic protective measures, and any additional costs incurred as a result of the sign installations.

MassHighway reserves the right to order the relocation or removal of the sign(s) authorized by this Agreement at any time. The applicant further agrees that said removal will be made within thirty (30) days of notification, at the company's expense.

The applicant further agrees that he/she will maintain the requirements herein stated for the services sign(s) approved and in the event such requirements are not met for a period of more than thirty days after notification by MassHighway, the sign(s) will be removed. **If too many signs are being placed at a particular location the logo signs (and associated ramp or ramp terminal sign(s)) shall be removed.** This shall be done at the expense of MassHighway. This shall not invalidate the provisions of DIVISION OF EXPENSE (above) or of this last paragraph of this Agreement.

Any application for (a) new sign(s) thereafter should be considered a new application.

Upon MassHighway approval of this application, an Agreement will be prepared outlining the foregoing conditions required for installing and maintaining the service sign(s). This Agreement will require the applicant's signature, costing of a bond for Five Thousand Dollars (\$5,000), and authorized MassHighway Officials signatures. An Agreement is not required for the addition of logo panels to an existing sign, provided adequate trailblazing and ramp signing is already in place. After the "add-on" applicant receives written approval from MassHighway, he/she shall be responsible for furnishing the logo panels to the appropriate District office along with any applicable fee.

In addition to the above costs the initial and all subsequent applicants for Business Logo Signs shall pay a non-refundable annual fee of \$1,200.00. Said fee must be paid on or before the first day of June each year. Any applicant's failure to pay said fee by the first day of June will result in the removal of his/her logo panel from the service sign.

In addition, the applicant's contractor will be required to follow MassHighway Standards as outlined in the "General Requirements and Covenants" - Standard Specifications for Highways and Bridges.

Special attention is directed to Section 7.00 Legal Relations and Responsibility to Public Subsections.

- 7.05 Insurance Requirements
 - A. Workman's Compensation
 - B. Public Liability Insurance
 - C. General
- 7.09 Public Safety and Convenience
- 7.10 Barricades and Warning Signs
- 7.11 Traffic Officers and Railroad Flagging Service
- 7.12 Use of Explosives
- 7.13 Protection and Restoration of Property
- 7.14 Responsibility for Damage Claims

At the time the Agreement is signed by the applicant(s), the applicant(s) must show evidence that the firm he/she has retained or engaged to install the signs is carrying the required insurance in the amounts specified under Section 7.05 Insurance Requirements, A. Workmen's Compensation and B. Public Liability. The evidence furnished may take the form of a letter of insurability from the firm's Insurance company.

The applicant agrees and acknowledges that the sign(s) approved and erected under this application shall become the property of MassHighway, however, the Company shall thereafter maintain said sign(s), including the cost thereof, at the direction of MassHighway's District Highway Director.

MassHighway may revoke its approval at any time and remove the sign(s) after notification has been sent by MassHighway. However, if said approval is revoked and removal of the sign(s) is made within ten years of the date of Agreement, the applicant may retrieve said sign(s) from MassHighway's maintenance area. No reimbursement of funds expended will be due the applicant if sign(s) are removed for any reason.

- E. In addition to any costs outlined above the initial and all subsequent applicants for Business Logo Signs shall pay a non-refundable annual fee of \$1,200.00. Said fee must be paid on or before the first day of June of each year. Any applicant's failure to pay said fee by the first day of June will result in the removal of his/her logo panel from the service sign. However, MassHighway will allow all future initial applicants to recover their installation costs by waiving the annual fee in a pro-rated fashion. For example, a business that installs two four panel logo signs at a cost of \$13,000 would have the annual fee of \$1,200 waived for ten years and ten months. Initial applicants will be required to provide MassHighway with invoices from their sign contractor verifying the cost of fabrication and installation of the signs.

The applicant acknowledges that he/she has read and understands the above application and that he/she requests service signing in compliance with MassHighway's Sign Policy.

SUBSCRIBED THIS _____ DAY OF _____ 19____, UNDER
PENALTIES OF PERJURY.

SIGNATURE _____

BUSINESS TITLE _____

PRINT NAME _____

THIS PAGE FOR OFFICE USE ONLY

From: District Traffic Engineer _____ Date ____/____/____

To: District Highway Director _____

Subject: SERVICE SIGNS

Approve _____ Disapprove ____ the enclosed application for Service Signs; ____ Main Line and _____
_Ramp Signs.

Recommend the following legend (Logo): _____

The recommended location(s) is (are): _____

DISTRICT TRAFFIC ENGINEER

From: District Highway Director _____ Date ____/____/____

To: District Traffic Engineer _____

Subject: SERVICE SIGNS

Approve _____ Disapprove ____ the enclosed application for Service Signs.

DISTRICT HIGHWAY DIRECTOR

